

# Analysis on the Social Demand and Training Path of the Aged Service Talents: Take Dazhou City of Sichuan Province as An Example

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**Abstract:***The training of senior service personnel is an important part of the development of senior service industry. The lack of senior service personnel seriously restricts the improvement of senior service quality. At present, there is a large gap in the demand for talents in the elderly care service, the talent structure is unreasonable, and the talent training mechanism is not perfect. In order to better promote the development of pension services, it is necessary to make plans for the construction of pension service talent team as soon as possible, increase preferential policies for the training of elderly service and nursing talents, and vigorously support local colleges and universities to apply for pension service management, nursing and rehabilitation therapy and other related majors, so as to realize the healthy and sustainable development of pension services. This report aims to investigate how can Adidas survive and improve in a consistently changing environment and strong competition. This report focuses on the multi-billion dollar shoe industry in 2021, with green, sustainable, and innovative themes. Sports and fashion will become the trend of the future industry. Adidas' global revenue is 21.23 billion euros, lagging behind the powerful Nike, with a growth rate of 16% compared to 2020, but still lagging behind the level before the 2019 pandemic. A turbulent environment, capturing consumer demand and supply chain management are the main risk issues. The company has made progress in climate change and SDG's, establishing a good brand image, but only 42% of supplier facilities met the standards and lacked the comprehensiveness of goals. They are committed to commercial product innovation, but there is a lack of internal innovation and innovative product sustainability. They opt for a detailed and systematic approach to supply chain management. They also pay attention to employee development and a fair environment, but lack concern for daily life. Adidas has a sound risk management system and has effectively responded to epidemic risks, but measures to address small and potential risks need to be improved. Because they have a certain business scale and continue to work hard, Adidas can survive in the constantly changing environment and competition, but surpassing Nike may require breakthroughs.*

**Keywords:** Pension service, social demand, training path.

## 1. INTRODUCTION

According to the relevant data of Dazhou Aging office, by the end of 2018, the elderly population aged 60 and above in Dazhou City, Sichuan Province had reached 1245700, accounting for 18.2% of the total population, with an average annual increase of 47000, with an average annual increase of 0.58 percentage points, including 113000 aged 80 and above [1]. According to international standards, Dazhou city has entered the ranks of a deep aging society. The needs of the elderly for living care, rehabilitation care, medical care, spiritual culture and other needs are increasingly prominent, and the problem of providing for the aged is becoming more and more serious. With the increasingly severe trend of aging population in Dazhou City, the number of pension service institutions is increasing, and the pension service market in Dazhou is gradually becoming mature. As one of the special groups in the society, the service demand of the elderly shows the characteristics of individuation and diversification. It has become the top priority of the development of the elderly service industry to vigorously cultivate the elderly service talents and accelerate the construction of the elderly service talents. This report studies the overview of the footwear industry and Adidas, using qualitative and quantitative data. Adidas' commercial activities will be analyzed for viability and growth. In addition, shortcomings, future predictions and suggestions will be given. This report uses an international perspective for industry and organizational analysis, as well as data from some regions.

As a Multi-Billion U.S. Dollar well-known industry, the shoe industry is the production, R&D, operation and sales activities of luxury footwear, sneakers and athletic footwear, as well as other related segments (Smith, 2022). Many large multinational companies in the global shoe industry in China are supervised by the State Administration for Market Regulation, mainly Nike, Adidas, Puma, etc. As mentioned in PESTLE, the turbulent world environment results in global trade fluctuation. The economic situation affected by the epidemic is still not optimistic, inflation affects people's consumption methods. Moreover, people also pay more attention to green

sustainable development. A trend in the global shoe market is that sports shoes are becoming more and more popular due to the increasing awareness and enthusiasm for health activities. Sports shoes have also become a symbol of people's daily fashion. This trend has also driven the footwear industry to collaborate with designers, clothing brands and artistic images. Conclusively, Green, Sustainable and Innovative are the main themes of the shoe industry.

## **2. DEMAND FOR SENIOR TALENTS IN DAZHOU**

Adidas headquarters is located in Hürth, Germany, and its SIC is 5139. As mentioned by Business Canvas, the company is committed to the innovation, design, development and marketing of sports and lifestyles, by continuously developing satisfactory footwear, clothing, accessories and other products with inspiring experiences (Adidas, 2021). The founder Adolf Adi Dassler, because he can fully catch the demands of the athletes and has exquisite talent and craftsmanship, athletes in the world have chosen Adidas. The development all the way has become an irreplaceable position to this day, which is the company's strength mentioned by the SWOT analysis.

In 2021, as a multinational company, it has 2184 global retailers (Tighe, 2023). Adidas USPs that differentiate from others are not only selling sportswear to people but also promoting a sports lifestyle through high-quality products and continuous innovation. Nike, Puma, Under Armour, Converse, and New Balance are also major competitors.

According to Business Canvas analysis, Adidas mainly segments customers based on geographical regions. Greater and North America are the most important markets of Adidas, because these regions account for more than 40% of the company's annual retail sales (Adidas, 2021). At the same time, they are also classified according to their lifestyle into attributes, sports enthusiasts, and image seekers. The increasing penetration of digitalization has expanded the sales process, which is an opportunity for the company as mentioned by SWOT analysis. Not only is it the new DTC mode (e-commerce combined with physical stores), but new digital tools are already online and ready for expansion, such as "Click", "S. Core" and "Digital Showroom". Additionally, as you can see in the SWOT analysis, new technologies have enabled better product innovation and performance breakthroughs, such as 4DFWD and Techfit Period-Proof Tights.

### **2.1 Lack of Professional Composite Elderly Care Service Talents**

According to the investigation of Dazhou Aging office, Dazhou Social Welfare Institute and other institutions, there is a large demand for high-level elderly care institutions management, medical care, nursing rehabilitation, nutrition allocation, psychological consultation, culture and education, sports and entertainment, social work, legal consultation and other professional composite talents, which are seriously lacking at present.

Since our country entered the aging society in 1999, the service and management for the elderly has been set up in the senior middle school, the service and management for the elderly has been set up in the junior college, the gerontology has been set up in the master's degree and the doctor's degree, and there has been a lack of undergraduate related majors. Although there will be two colleges and universities to recruit undergraduate majors of pension service from the autumn of 2020, the cultivation of undergraduate talents of pension service is still in the process of exploration. Due to the reasons of student source, orientation, etc., the comprehensive ability of vocational high school and junior college students is not enough. The graduate students and above are mainly social scientific research work, so the society is in urgent need of professional compound talents. According to the interview with Dazhou Social Welfare Institute, every year, the social welfare institute requires to recruit talents in the Bureau of human resources and social security. According to the requirements of municipal institutions, the minimum educational background must be undergraduate, resulting in the lack of recruitment of talents every year. According to the interview with derin nursing home, the nursing home has always wanted to recruit some people with strong comprehensive ability as the backup Dean, but it has not been able to recruit them. The level of junior college students is not enough, and the undergraduates have no relevant majors.

### **2.2 The Elderly Nursing Talents Are Seriously Insufficient and the Talent Structure Is Unreasonable**

On the one hand, the biggest feeling for each institution is the lack of nursing staff. According to the national standard for elderly care institutions recently issued by the Ministry of civil affairs, the proportion of elderly care workers and the elderly who can't take care of themselves should be 1:3. However, no one institution in Dazhou city can meet this standard. Generally, a nursing home for the elderly needs to care for seven or eight elderly people who can't take care of themselves or even a dozen. "Nursing staff can not be recruited and kept" is the normal

situation, which has seriously restricted the development of pension institutions. On the other hand, the current structure of elderly nursing talents is unreasonable. Most of the elderly care workers in various elderly care institutions are married women with rural household registration, and they are generally older, less educated, and lack of professional nursing knowledge

One is secular prejudice. The traditional concept of a nursing home refers to the work of serving the elderly to eat, drink and Lazar. The employees often can't look up in front of people. Second, learning is useless and hard to attract professionals. At present, Dazhou pension institutions are still in a small number and low-level state, limited to the "nanny" care for the elderly to eat and sleep well, and professional pension knowledge and skills are often not available. Third, the treatment is low. Generally around 2000 yuan, can not provide employees with higher salaries. What can't be accepted by college students, in particular, is that their salaries can't compare with the hospital's nurses and housekeepers. Fourth, the development space is limited. At present, there is no professional title evaluation system for the elderly talents. The personal value and social value of the practitioners can not be effectively recognized, which objectively leads to the change of career and job hopping of the competent personnel.

### **2.3 The School Enterprise Cooperation Is Not Deep Enough, Which Restricts the Development of Dazhou Pension Institutions**

At present, there is only one senior service and Management College in Dazhou City, Sichuan University of Arts and science. The two fields of senior service education and senior service industry belong to "fighting for their own ends". The talents cultivated by educational institutions are not willing to enter the senior service institutions in Dazhou City, and the demands of senior service institutions cannot be successfully transmitted to educational institutions. Since 2005, Sichuan University of Arts and science has set up the major of elderly service and management. At present, only one student is engaged in the work related to the elderly care in Dazhou, which not only causes a great waste of educational resources, but also restricts the healthy development of the elderly care service industry in Dazhou.

### **2.4 Professional Nursing Staff Lack of Gerontology Knowledge, Which Can Not Meet the Elderly's Pension Needs**

The elderly are in the stage of physiological and psychological degradation, and their needs are multi-level. According to the survey of the elderly care institutions, nurses work from the perspective of professional nursing, but lack of understanding of the elderly, which results in the service provided by nurses to the elderly can not meet the needs of the elderly, affecting the improvement of the quality of life of the elderly.

### **2.5 Need high-level Rehabilitation Talents**

According to the survey of the elderly care institutions, the general elderly care institutions do not provide rehabilitation related services, only the elderly care institutions combined with medical care have set up rehabilitation related departments. However, due to the lack of professional rehabilitation talents and the difficulty of collecting fees, there are not many rehabilitation services that these departments can provide. The elderly and their families do not accept these rehabilitation services very well, and many rehabilitation activities exist in name.

According to the interview with the central hospital and the second hospital, the lack of high- quality rehabilitation talents has seriously restricted the development of rehabilitation industry, and medical institutions need more high-quality rehabilitation talents. Rehabilitation treatment is not only the recovery of body function, but also the recovery of social function and social participation of patients. It is not only to understand the basic medical knowledge, but also to have a deep understanding and comprehensive understanding of various medical knowledge, such as traditional Chinese medicine, western medicine, psychotherapy, and so on. It is also to emphasize the combination of theory and practice, which varies from person to person and from disease to disease. With the implementation of the health China strategy, the public pay more and more attention to prevention and rehabilitation. The rehabilitation treatment technology at the specialty level can not meet the needs of the construction of Health China. Therefore, high-quality rehabilitation talents are an important scarce resource at present and in the future. However, there is no relevant undergraduate major in Dazhou, and it is difficult to recruit high-quality rehabilitation talents.

### **3. SUGGESTIONS FOR DAZHOU CITY TO IMPROVE THE TRAINING OF ELDERLY TALENTS**

#### **3.1 Supervise and Urge Local Governments to Do A Good Job in the Construction Plan of Endowment Service Talent Team**

In recent years, due to the serious aging trend of the population in Dazhou, the local government has issued a number of plans or opinions on the development of the elderly care service industry, but the lack of plans for the construction of the elderly care service talent team has largely restricted the development of the elderly care service industry in Dazhou. In accordance with the spirit of the documents of the State Council and Dazhou city to accelerate the development of the elderly care service industry, it is suggested that the government formulate and issue the plan for the construction of the elderly care service talent team as soon as possible.

#### **3.2 Further Improve the Training Quality of Elderly Talents**

With the development of economy and the progress of society, the old-age service is no longer just the so-called homes for the elderly, no longer just means doing some dirty work and hard work, and needs more professional skills, which is not what ordinary care workers and nannies can do, so we must further improve the training quality of the elderly talents [2]. First of all, improve the professional identity and sense of belonging of the elderly service and management professionals. The professional code of nursing for the aged requires "respect the aged, respect the aged, people-oriented; service first, further love the post and dedication; abide by the laws and regulations, self-discipline and dedication". In the specific talent training process, we should continue to integrate the filial piety culture into the vocational education, improve the professional quality of the elderly care service and management professionals, and enhance their enthusiasm to engage in the elderly care work. Secondly, we should strengthen the construction of teaching staff and teaching materials for the elderly related majors. Due to the late start of professional education for the elderly, many teachers are "halfway home" from other majors, which is still far away from the requirements of vocational education, such as the industry work experience and the quality of double teachers. The excellent teaching materials on the elderly care service are not enough to meet the development needs of the industry and enterprises. In order to promote the quality of elderly care talents faster, we should strengthen the in-depth cooperation between schools and enterprises, focus on the selection of expert experts as part-time teachers outside the school, further straighten out the cooperative education mechanism of part-time teachers inside and outside the school, and convene professionals to publish unified planning textbooks for elderly care services as soon as possible.

#### **3.3 Increase Policy Support for Elderly Service and Nursing Personnel Training**

Due to the low social reputation of the elderly service industry, the public has many misunderstandings about the elderly service specialty, and the willingness to study the elderly service and management specialty is poor. In order to guarantee the training of professional talents, we must strengthen the system guarantee, increase the funds guarantee, give priority to guarantee the investment in the development of elderly service and nursing talents; strive for government subsidies and social assistance, and attract more talents to invest in the elderly service industry by reducing tuition fees and increasing students' living subsidies.

#### **3.4 Realize the Dual Certificate System of Talent Training and Professional Qualification**

The "1 + X" certificate system was proposed in the implementation plan of national vocational education reform, and began to pilot in March 2019. As a new certificate system, the "1 + X" certificate system has been highly valued by vocational colleges [3]. Sichuan University of Arts and science, a local university, has successfully obtained the "1 + X" Certificate - the pilot project for the care of the mentally retarded elderly. In addition, personnel training can be carried out in accordance with the newly issued national vocational standards for nursing staff for the aged. After professional training and assessment by the vocational skills appraisal center of the Ministry of civil affairs, the qualified personnel will be issued with the national vocational qualification certificate for nursing staff for the aged, so as to improve the vocational ability and employment level of students.

#### **3.5 Carry Out All-Round Training for the Elderly Service Personnel**

Relying on the endowment service training facilities and high-quality teachers of Sichuan University of Arts and Sciences, Sichuan University of Arts and Sciences has been built into a training base for senior service

professionals in Dazhou City, providing standardized and professional training for basic nursing personnel, primary management personnel, intermediate management personnel, senior management personnel and Senior Service Volunteers in the endowment service industry in Dazhou. It is urgent to cultivate the endowment service industry 4.

### **3.6 Increase the Enrollment Scale of Nursing Specialty, Support and Encourage Universities to Apply for Rehabilitation Therapy and Other Related Specialties**

According to the survey of the elderly care institutions and relevant colleges and universities, at the junior college level, students and their parents have a low recognition of the elderly service and management major, but a high acceptance of the nursing major. Therefore, it is necessary to increase the enrollment of nursing major, and the specific training direction can focus on the elderly care; do their best to support and encourage the local high schools such as Sichuan University of Arts and science, Dazhou vocational and technical college, etc The university applies for the undergraduate major of rehabilitation therapy to meet the needs of medical institutions, medical care institutions, community health service centers and other medical related industries for high-level rehabilitation talents.

## **4. CONCLUSION**

First of all, through the investigation of different types of institutions involving the elderly, the author believes that the elderly service talents should include the elderly care talents, the elderly institution management talents, the elderly health management talents, the elderly psychological intervention talents, the elderly nutrition talents, the elderly disease treatment talents, the elderly prevention and rehabilitation talents and other types of talents. In the current cognition of the elderly care talents, it is only partial to the elderly care talents, but also lacks the accurate positioning of the concept of the elderly care service talents.

Secondly, it is the necessary premise to cultivate the senior service personnel with excellent quality and skills, and it is also the important guarantee to realize the healthy and sustainable development of the senior service. At present, the training of senior service talents in Dazhou can not meet the needs of the healthy development of senior service in both quantity and quality. However, the cultivation of talents is not only a matter of colleges and universities, but also a systematic social project, which requires the joint efforts of the government, enterprises, society and other aspects, as well as the in-depth exploration of various resources to form a cooperative education mechanism between the University, government, society and enterprises.

Finally, as colleges and universities to cultivate high-quality talents, we must see the development trend of the society, and cultivate talents with advanced consciousness, so that the talents cultivated by colleges and universities can adapt to the market rather than be eliminated by the market quickly. There is a broad talent market and development prospect for the related majors of health care, and the relevant colleges and universities should do this work with full confidence.

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